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PRESS RELEASE

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Public Selects Miami Beach Centennial Logo

— Miami Beach Celebrates its 100 Birthday on March 29, 2015 —

Miami Beach, FL – With nearly 400 votes, Miami Beach has a new logo to celebrate its 100th birthday on March 26, 2015. As part of the roll-out for its centennial, the public voted on their favorite look from a group of four designs that incorporated current city branding with a centennial twist.

The winning logo, depicting an abstract one hundred sunrise/sunset superimposed on the current Miami Beach logo, will serve as the signature mark for the celebration and be featured throughout the festivities. The city will soon release a branding identity sheet with approved color palette options and approved usages of the logo.

"We're excited to have a dynamic look that will mark this momentous occasion for Miami Beach. A special thanks to all of our residents, visitors and employees who voted," said Miami Beach City Manager Jimmy L. Morales.

The Centennial Committee, appointed by the Mayor and Commissioners, held their first meeting this week and will continue to meet every other week to advise the city on centennial initiatives. Their next meeting is May 12, 4 p.m. at 1755 Meridian Avenue, fifth floor conference room.

Historic photos of Miami Beach are also currently on display at the City Hall Fourth Floor Gallery, which includes 134 photos on canvas arranged by decade. The exhibit will run through May of this year.